

TRACE HONOURS MADIBA THROUGH SONG AND GIVING BACK WITH THE 2ND EDITION OF THE #TRACEMANDELADAY



Following the success of #TRACEMandelaDay in 2016, the TRACE Foundation will be hosting the second edition of the annual fun and interactive kiddies' concert for the children of Malaika Orphanage, based in Hillbrow on July 15th.

The day is organised in collaboration with the Sophie A Kanza Foundation, which supports the Malaika Orphanage and a number of other children's homes. "We are very excited to work with the TRACE Foundation again this year. We are so excited to be able to bring the personalities to the children, in their own neighborhood. Last year's #TRACEMandelaDay was such a huge success that we have doubled the number of children for 2017", says the Foundation's co-founder, Sophie Kanza.

The kiddies' concert, set to take place at Rand Girls' High School in Johannesburg will be held on Saturday, 15 July. The likes of female rapper Nadia Nakai, Sjava, Emtee, La Sauce and many others will treat the children to live performances and will share some words of encouragement with the youths.

"TRACE is honoured to be able to take part in this community building initiative again this year, we are also super excited to have created a partnership with like minded companies like Family Tree, Ambitious Entertainment, Exclusive EMS and Oros among others who just want to put a smile on the faces of these children. It is very important for us to commit to and grow our projects annually and working with organisations such as the Sophie A Kanza Foundation, this becomes a lot easier for us to achieve this and positively touch as many lives as we can", says TRACE Southern Africa's Senior Vice President, Leo Manne.

TRACE invites all partners, stakeholders and friends to donate any clothes, blankets and non-perishable items to the orphanage.

All donations can be dropped off at the TRACE offices in Rosebank's Design District.

ABOUT TRACE

Launched in 2003, TRACE is a multimedia group and brand dedicated to afro-urban music and entertainment. With a presence in 160 countries, TRACE offers engaging and innovative TV channels, radios, mobile services, digital platforms to millennials and multicultural audiences. TRACE Foundation values concrete actions, of proximity, which help young people to build a future with Respect, Creativity, Diversity, Equal Opportunities, Innovation, Generosity, Openness and Proximity.

www.trace.company

ABOUT THE SOPHIE A KANZA FOUNDATION

Founded by two sisters - Sophie and Louise - the Foundation's motto is "creating a culture of good deeds." They serve as the middleman between organisations in need and sponsors looking for worthy causes to support. They also recruit volunteers for the various projects they work on and think about exciting ways to engage the youth in developmental activities.

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